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Report from Philip Morris

Twelve Year Effort Ends With Unprecedented Flavor In Low Tar Smoke.

New 'Enriched Flavor' discovery for 9 mg. tar MERIT achieves taste of cigarettes having 60% more tar.

The greatest challenge to cigarette-makers in recent years has been how to make a low tar cigarette with good taste.

Many have tried.

Philip Morris just succeeded.

It took twelve long years.

The cigarette is called MERIT. It delivers only 9 mg. of tar. One of the lowest tar levels in smoking today.

Yet MERIT delivers *astonishing* flavor.

If you smoke you'll be interested.

Key Flavor Ingredients Of Tobacco Isolated

By isolating certain "key" flavor ingredients of tobacco in cigarette smoke, *ingredients that deliver taste way out of proportion to tar, researchers at* Philip Morris have developed a way to pack extra flavor into tobacco without the usual increase in tar.

The discovery is called 'Enriched Flavor.' It's extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

We packed MERIT with 'Enriched Flavor' and began *a series of taste-tests.*

Taste-Tested By People Like You

Thousands of filter cigarette smokers tested 9 mg. tar MERIT against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.*

The results were conclusive:

Even if the cigarette tested had 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—*or more*—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT. Incredible smoking pleasure at only 9 mg. tar.

From Philip Morris.

*American Institute of Consumer Opinion. Study available free on request.

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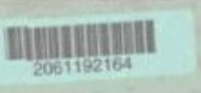
MERIT and MERIT MENTHOL

9 mg. "tar" 0.7 mg. nicotine

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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